



FUNDRAISER TOOLKIT



Join Rescue Royale: Hope for the Holidays!

The American Red Cross is hosting its annual Rescue Royale charity streaming event to help people affected by disasters big and small, including floods, wildfires, and countless other crises. As families nationwide feel the effects of more frequent and intense weather due to the climate crisis, gamers are challenged to join an epic battle to support disaster relief.

Throughout this holiday season, you can game on your favorite platform to raise funds for the Red Cross, helping provide vital aid to communities impacted by disasters. Rescue Royale is open to individual gamers and streamers, professional and collegiate e-sports teams, and gaming communities who want to use their gaming skills to help others.

Learn more at redcross.org/hopefortheholidays

Fundraising Rewards

You can earn an exclusive Red Cross beanie when you earn \$100 or more.*



** Individuals who raise support for the American Red Cross on Tiltify are eligible for premiums. Participants in Rescue Royale tournaments are eligible for tournament prize pools and premiums based on the rules of that tournament. If you prefer to join Rescue Royale on a platform not listed, contact us to receive your premium. Available while supplies last. Alternative premiums may be offered based on supply.*

Need Help? Contact charitystream@redcross.org.



Your Fundraising Dollars at Work



Raise \$96

Provides food, blankets and additional supplies to a family of 3 for 1 day



Raise \$360

Deploy an Emergency Response Vehicle for 1 day



Raise \$842

Food and shelter for a family of 4 for 5 days



Raise \$10,700

Open a Shelter for 1 Night

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Start Fundraising on Tiltify:

1. Go to <https://tiltify.com/redcross/rescue-royale-hope-for-the-holidays> and select Start Fundraising.
2. Share your Red Cross story in your campaign description. If you don't have a personal story, use this template as a guide.

Every 8 minutes, the American Red Cross responds to a disaster. That is why I am participating in Rescue Royale, a fundraising event to raise lifesaving funds to help those impacted by disasters, large and small. The money I am raising will help provide food, shelter, relief supplies, and other assistance to those impacted...

3. Set your Campaign Goal.
4. Select Create Campaign.
5. Optional: Add Tools for Success! set up [Rewards](#), [Polls](#), [Targets](#), [Milestones](#), [Auctions](#) or [Schedule](#)
6. Publish your fundraiser! Don't worry, you can still edit your fundraiser campaign after it's published.

Fundraiser Tips

1. **Goal Getter!** Start with a winning mindset! Aim to raise \$200 to kick things off.
2. **Spread the Word:** Get your friends and followers in on the action! Share your campaign far and wide. Don't forget to tag it with #RescueRoyale so everyone can join in on the fun.
3. **Shoutouts and Love:** Give a personal shoutout to each donor live on your fundraiser or stream. Everyone loves a bit of recognition.
4. **Knowledge is Power:** Equip yourself with some Red Cross talking points below. Help your community understand how their donations make a difference.
5. **Stream Squad:** While streaming is not required, you can use Facebook, Twitch or YouTube to go live!
6. **Charity Streamathon:** Go big with a marathon stream. Set a goal for hours streamed and celebrate milestones with fun activities or special guests.
7. **Buddy Up:** Partner with a friend or fellow streamer for a dual-stream challenge. Two times the fun means twice as many donations.

Red Cross Talking Points

- The Red Cross responds to more than **65,000 disasters every year**. Large disasters like hurricanes, floods, and wildfires are increasing in frequency and intensity.
- In 2023, nearly **2.5 million people in the U.S.** were displaced from their homes due to disaster.
- Last year, more than **4.1 million meals** and snacks were provided with the support of local partners.
- Because of the climate crisis, the Red Cross is now launching nearly **twice as many relief operations** for major disasters than a decade ago.
- The Red Cross responds to disaster every **eight minutes**.
- During a disaster, the Red Cross provides safe shelter, food, relief supplies and comfort to those in need.

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- After a disaster, the Red Cross works with community partners to provide hot meals, snacks and water served at shelters or from Red Cross emergency response vehicles in affected neighborhoods.
- Donations are the key to saving lives. Your donations – not federal funding – fund nearly 100% of our disaster relief efforts.

Social Media Messaging Templates

Launch your campaign with this message:

I've teamed up with the American Red Cross to be part of #RescueRoyale and I need your help! This holiday season I am raising money to provide food, shelter, relief supplies, and comfort to people affected by disasters.

Here's how you can join me:

1. Watch my streams on [PLATFORM] and cheer me on!
2. Share this post your friends and family
3. Donate to my campaign [LINK TO YOUR FUNDRAISING PAGE](#).

Update your supporters with this message:

We are making great progress! I am so grateful for your support. I'm close to hitting my goal of raising \$ **(insert fundraising goal)** to help the American Red Cross provide relief to those impacted by disaster! Keep those donations coming and stay tuned for more action-packed updates as we continue to game for a cause. Together, we're turning virtual victories into real-world change. Donate here: [LINK TO FUNDRAISING PAGE](#) #RescueRoyale

Thank a donor with this message

A huge shoutout to @**nameofdonor** for your generous donation to my #RescueRoyale campaign! This relief effort would not be possible without the support of amazing donors like you. Let's keep the momentum going and show the world what we can achieve together!

Ask for more support with this message:

I am on a mission to reach my goal of raising \$ **(fundraising goal)** for the American Red Cross to support people affected by disasters. Can you help me finish strong and reach my goal? Just \$11 can provide 1 hot meal, snack, and beverage to a person in need. Donate here: [LINK TO FUNDRAISING PAGE](#). #RescueRoyale

Celebrate your successful campaign with this message

We did it! With your support, we raised \$ **fundraiser total** and helped provide food, shelter, relief supplies, and comfort to disaster victims. Thank you for being part of this epic journey. #RescueRoyale

FAQ

When should I participate? Rescue Royale is happening throughout the month of December. We encourage you to sign up early, set a fundraiser goal, and create a strategy.

Do I have to stream? No. Streaming is not required to participate in the Rescue Royale. However, past participants have found that streaming games is a fun way to fundraise, engage their community, and raise

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money for those in need.

Where do my fundraising dollars go? The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need!

I would like to host a tournament. Can I do that instead? Yes, everyone is welcome to join. Contact us at charitystream@redcross.org to discuss your idea and learn about the tools we have to support you.

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